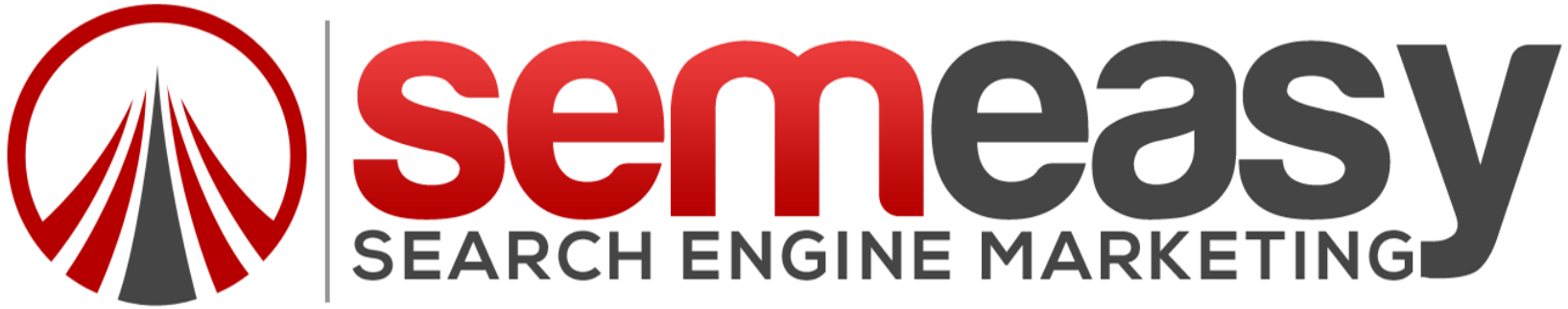
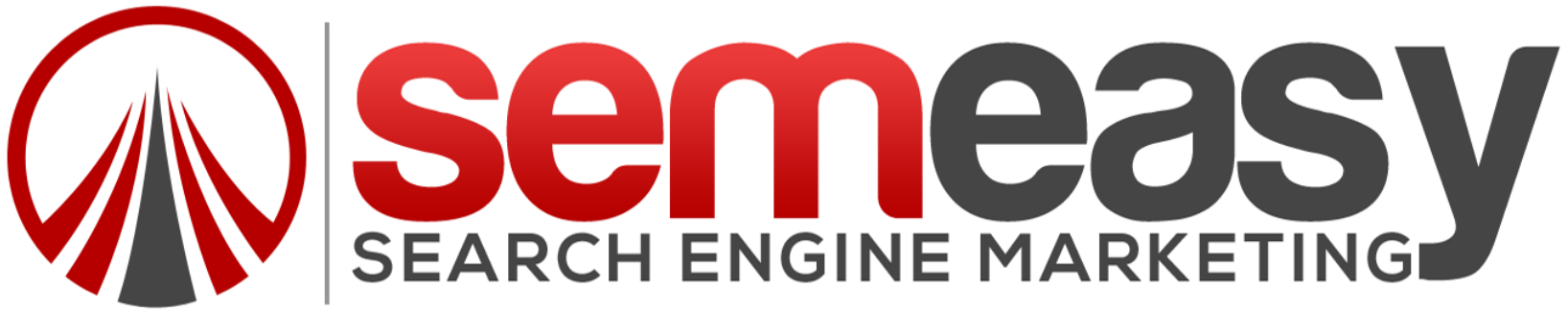
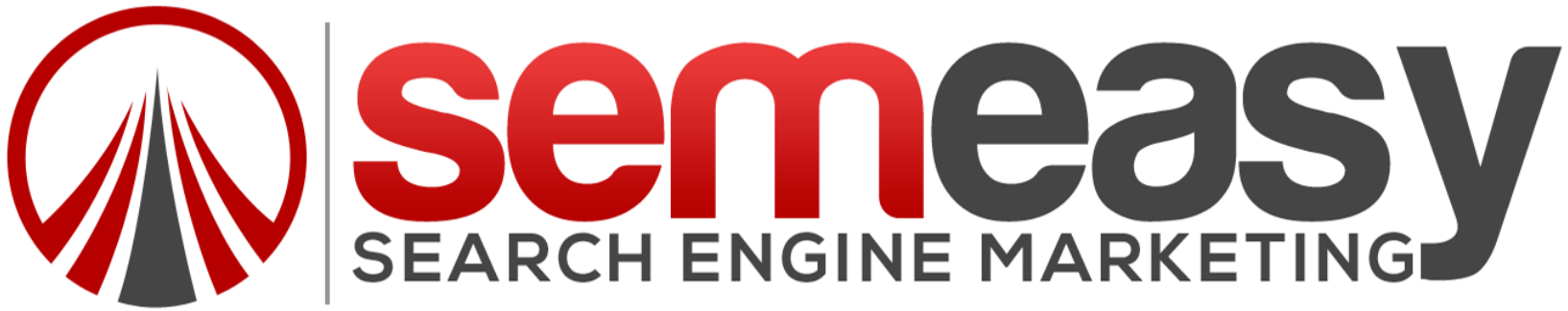
FREE CONTENT FOR YOUR PBNs and LINK STRUCTURE



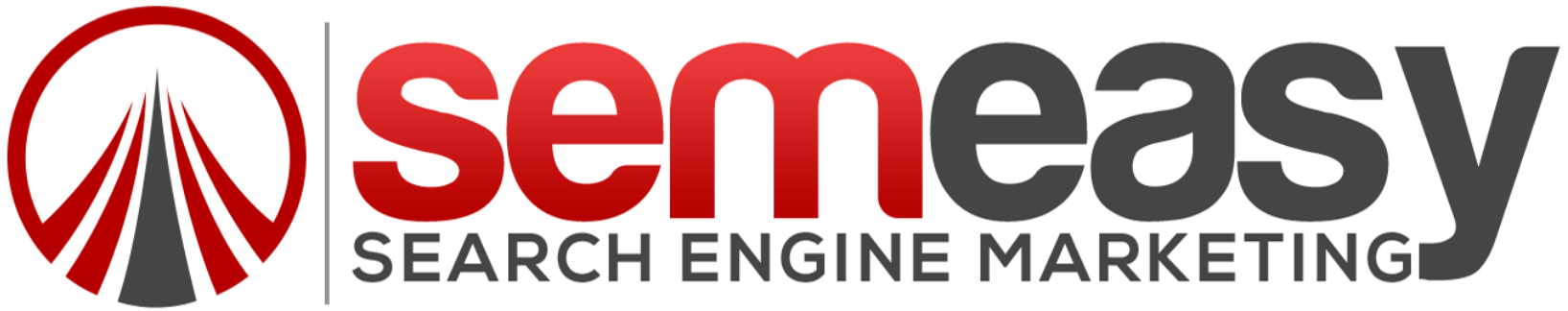
WHY DO WE NEED CONTENT?



Content makes our web property relevant. Google needs to consume this content in order to determine relevancy!



WHAT IS A DOWNFALLS OF GETTING CONTENT?

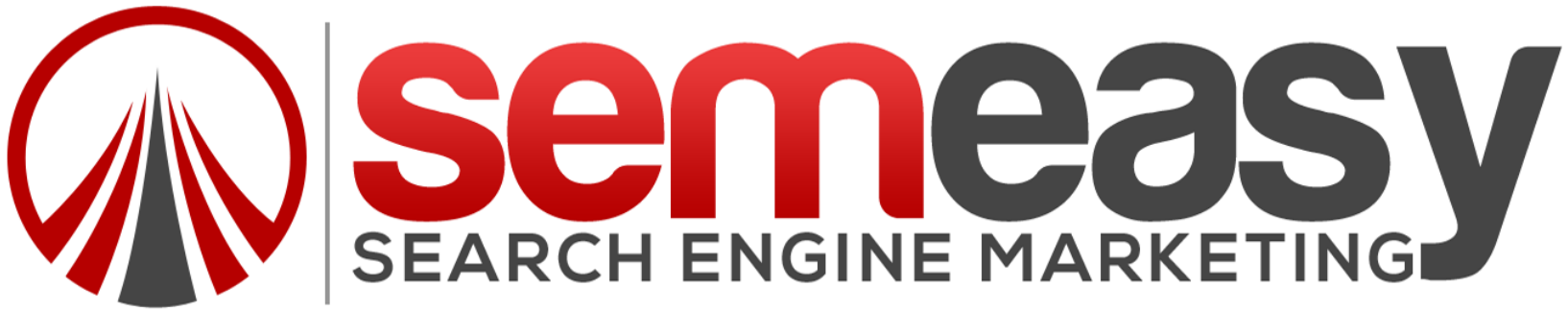


Unfortunately

Money….

Content Costs Money…

The more content you need… The more money you have to spend..

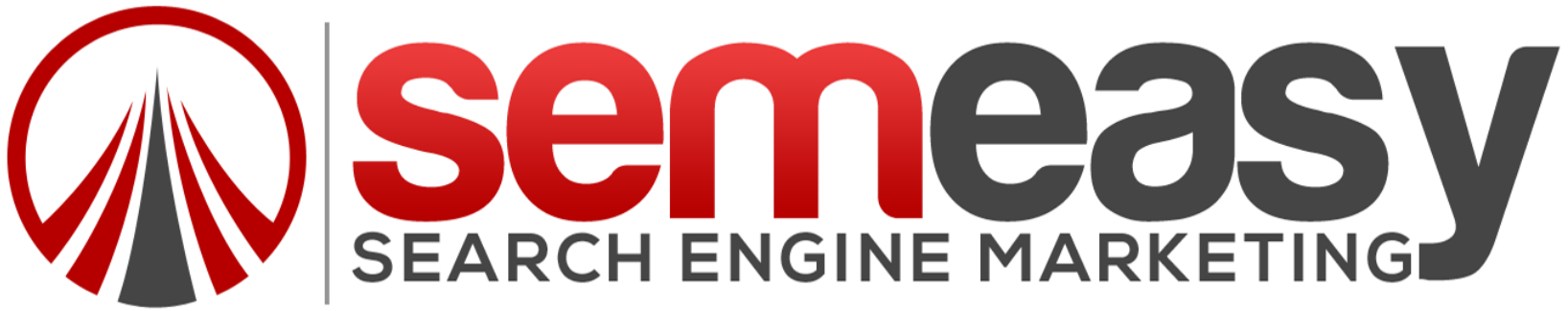


The Real Issue is not all about money…

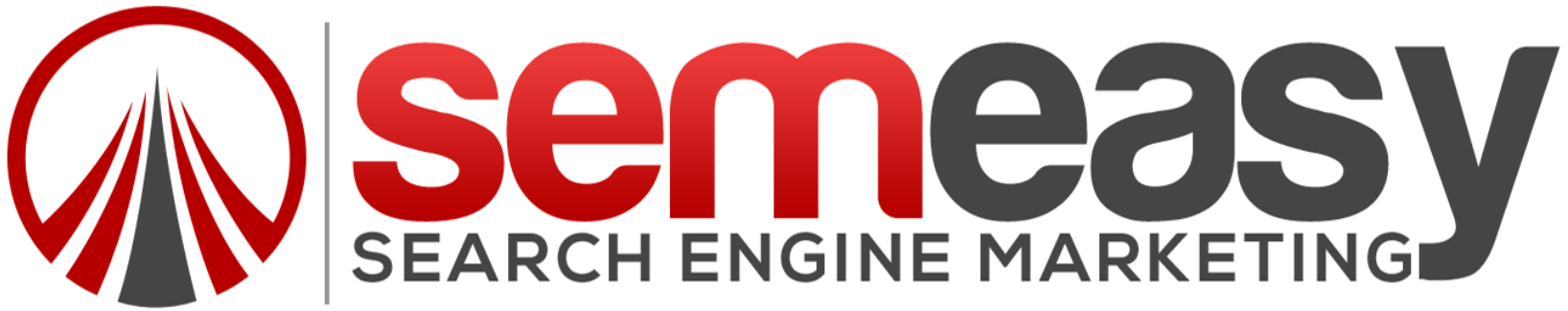
It is about TIME….

I don’t have time to wait for content.. Because the longer I have to wait for content the less money I can make…

Time is my most VALUABLE commodity!



SOLUTION?

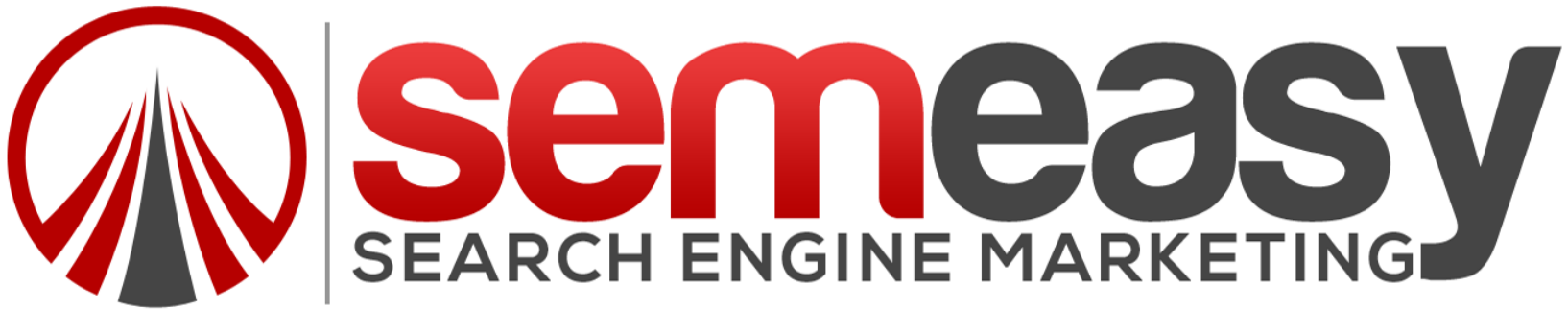


SPINNING CONTENT..

I KNOW THAT YOU HAVE HEARD THIS BEFORE…

I TELL THE NAYSAYERS… KEEP DOING IT YOUR WAY…

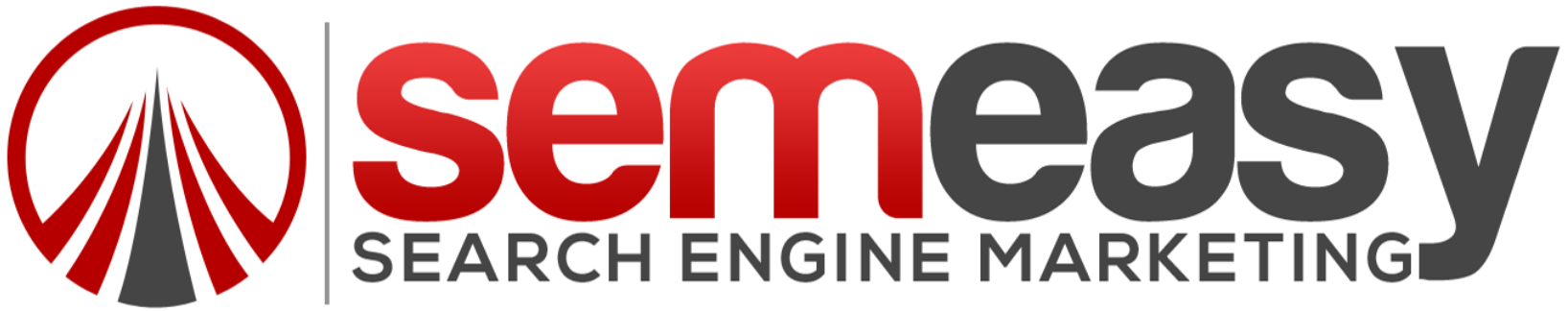
IT IS ONLY BETTER FOR ME!



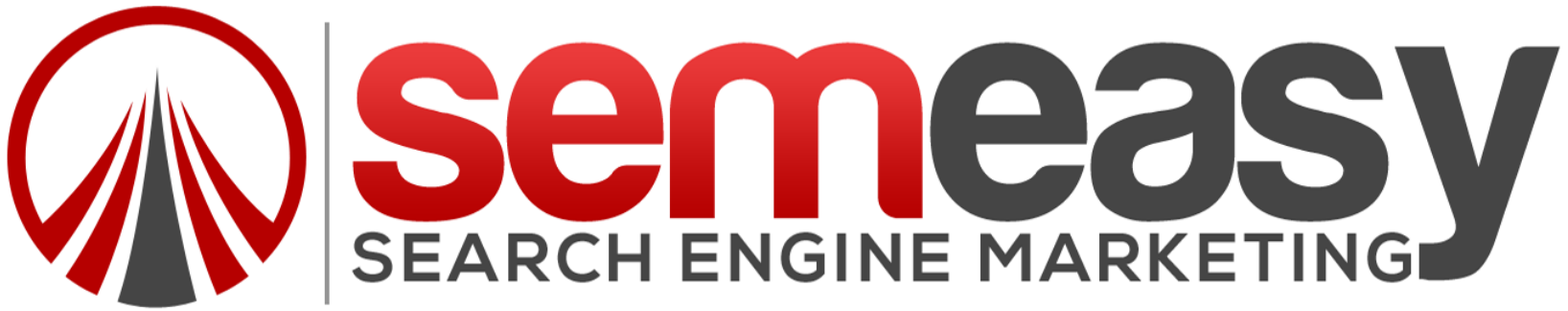
The issue is that most people don’t understand how to spin content the right way!

We are going to show you the way that works!

This is a valuable skill that only takes a few minutes to nail!



WHAT IS SPUN CONTENT?



The {dog|canine|puppy} is {tired|exhausted|pooped}.

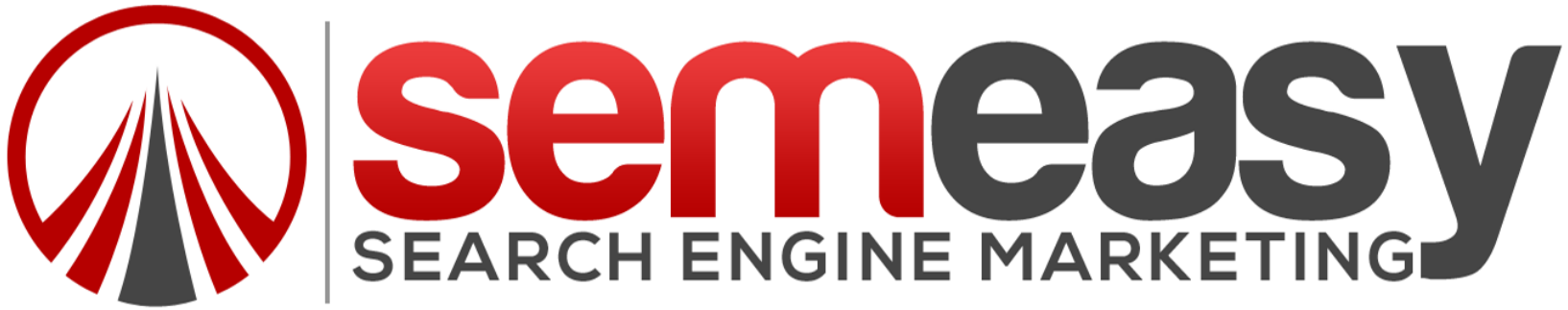
This will give us:

The dog is tired.

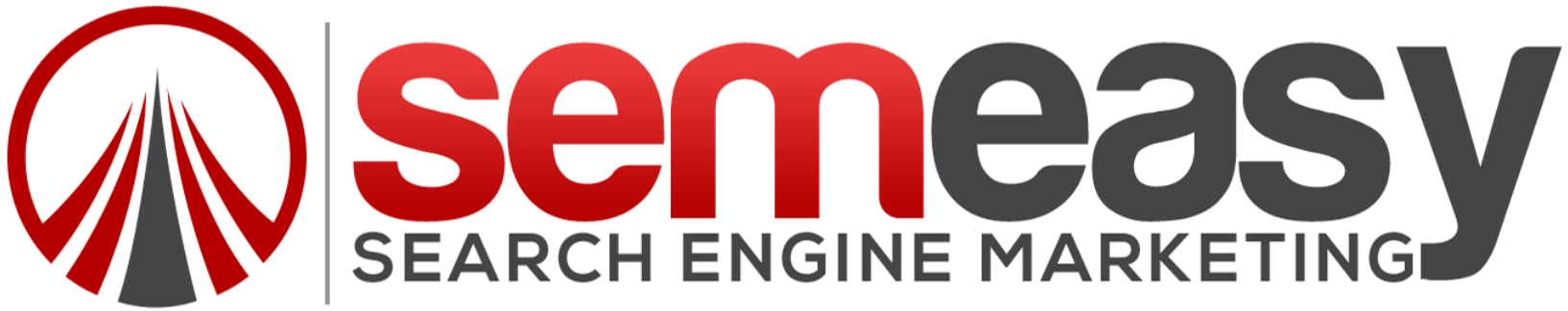
The canine is tired.

The puppy is pooped.

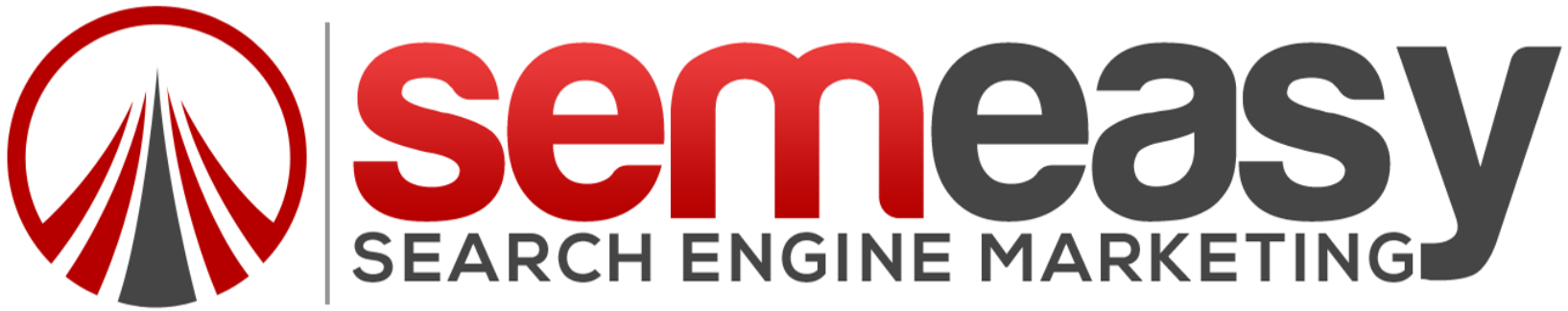
Each Time The Content Is Generated It Will Be Different.



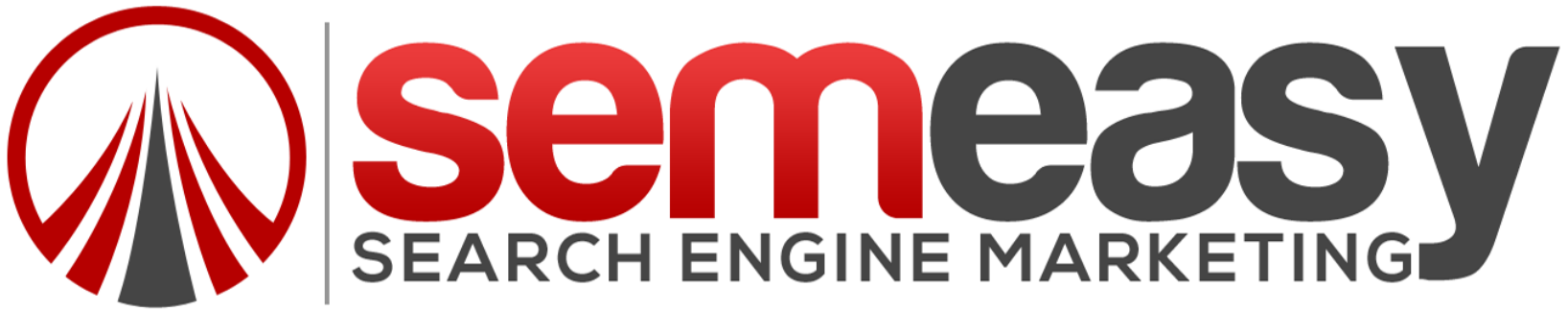
BUT GOOGLE WON'T RANK SPUN CONTENT!



WRONG!

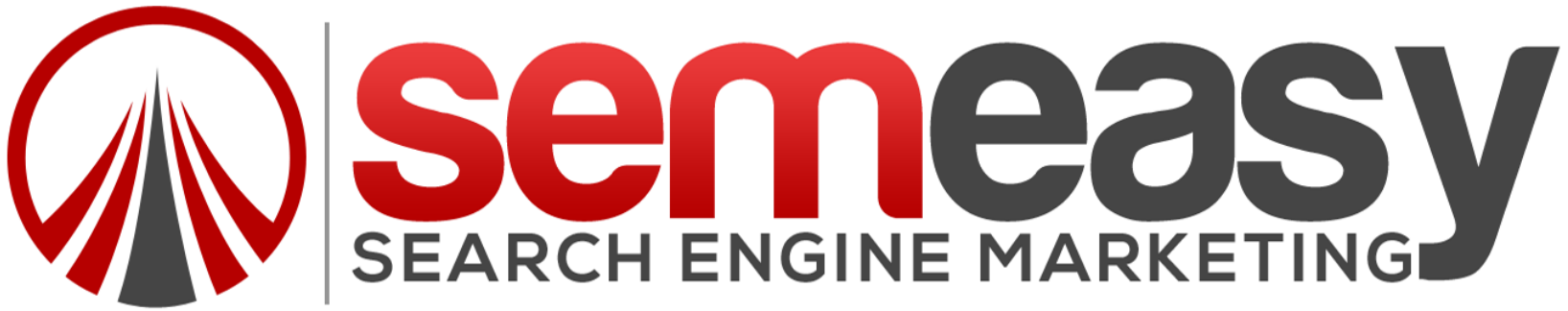


WHICH SERVICE SHOULD I USE?

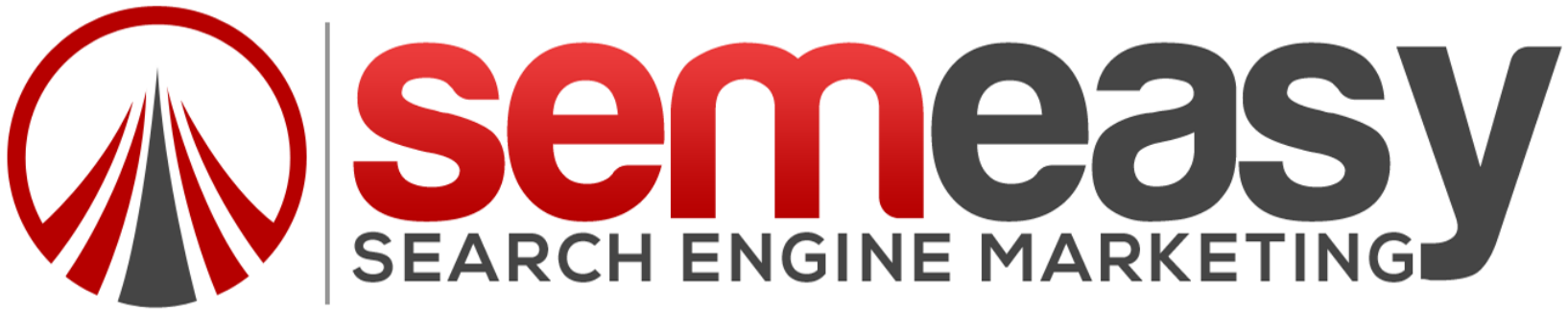


I USE:

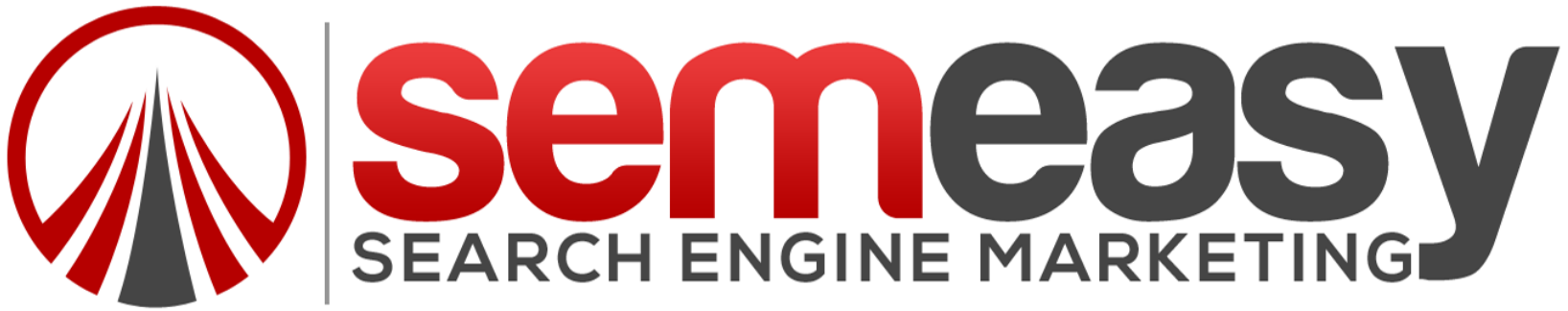
SPINREWRITTER



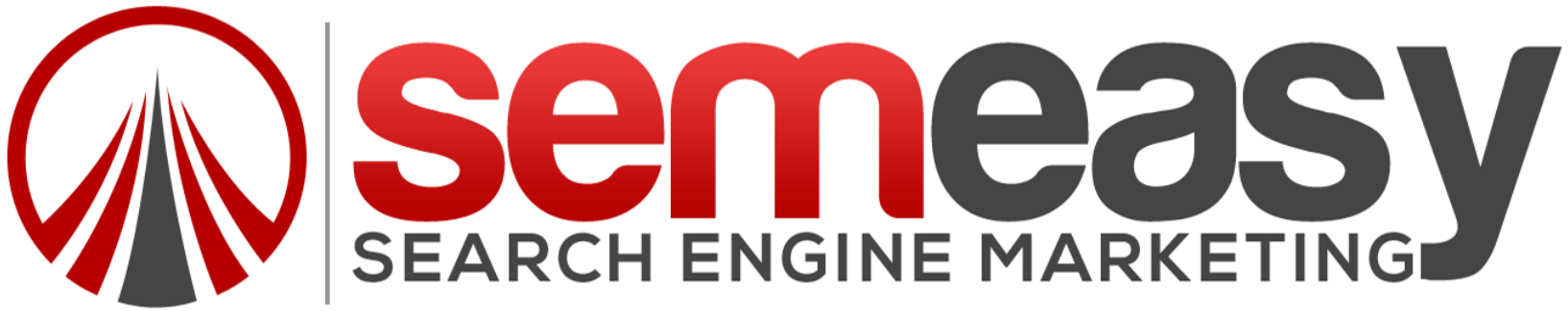
OK, JUST SHOW ME ALREADY!



LINK STRUCTURE

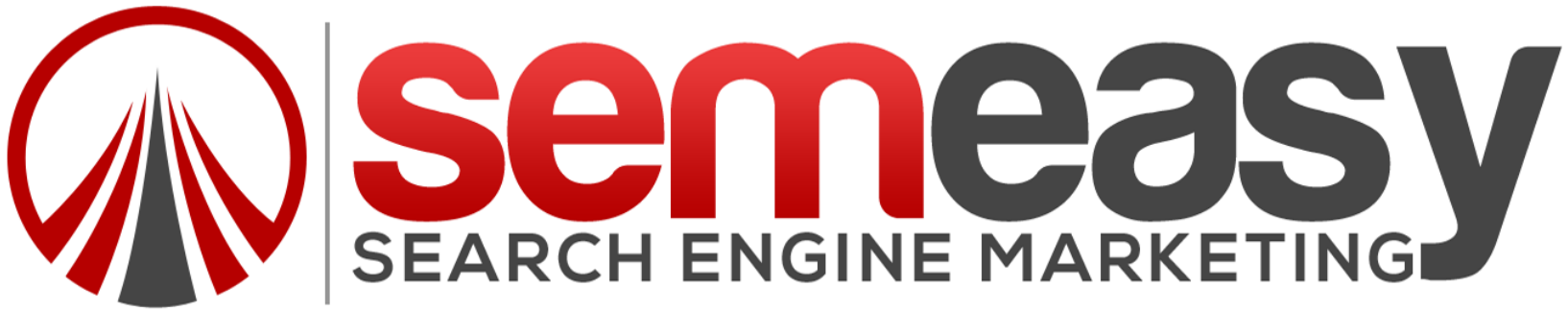


DON’T LEAVE A FOOTPRINT!



This is where some anchor text can be used…

NEVER USE THE SAME ANCHOR TEXT TWICE!



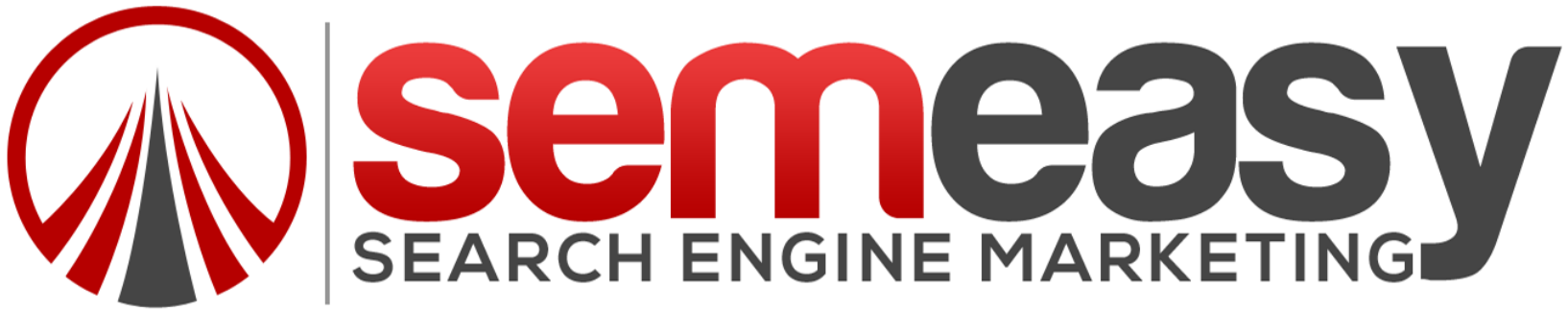
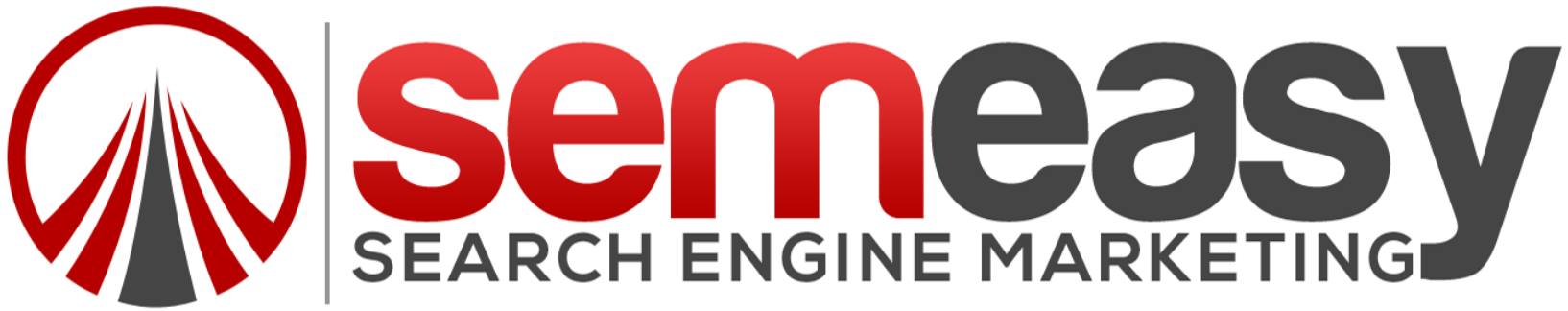
Let’s say we have 10 PBNs

ANCHOR TEXT:

1 Link Anchor Text (Not the exact match)
1 Link Different Anchor Text More Long Tailed (to an internal page)
3 Links Using A Generic: Website, Read More, Additional Information, Company Name, etc..
5 Links: Naked Urls! http://www.domain.com, http://domain.com, domain.com, www.domain.com

Pointing you links:
50% to the homepage
50% to different internals

ENSURE YOUR SILOS ARE IN PLACE!



YOU ARE ALL SET!